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Female Unemployment in an Emerging Economy: A Study of Online Social Support as a Coping Strategy

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Abstract

The increased use of social media resulted in active participation of women on social media platforms, specifically Facebook, Twitter, and Instagram. However, very little research has been carried out, specifically, on how women cope with the challenges of unemployment using social media networks. Thus, many women resort to different means as a coping strategy during their unemployment. In the face of rapid diffusion of social platforms, it is unclear how women personality traits influence their use of the social media. Similarly, it is also unclear how women's experiences with these social networks, as a medium of online social support, serve as a coping strategy in the period of unemployment from the perspective of an emerging market. A quantitative research was employed. Hence, a questionnaire was used as its research instrument. Women Facebook users are contacted to fill the questionnaire between May and July 2019. There were 1473 respondents. Their responses were utilized with SPSS for regression analysis, mediation analysis and moderation analysis. This finding shows that educational achievement is a crucial factor in the ability of unemployed females to leverage online social support for employment. This study touched on the limitation of the previous works and areas for future study.

Keywords: Female Unemployment, Facebook, Emerging Economy, Online Social Support, Coping Strategy.

Introduction

The use of information and communication technologies (ICT) in an emerging economy is becoming large as it is currently happening in the developed economies (Gbadegeshin et al., 2018). Social media is one of the mediums of ICT that is widely used in emerging economy (Olaleye et al., 2020). The increased use of social media resulted to active participation of women on the social media platforms, specifically Facebook, Twitter, and Instagram. Several studies have examined gender differences in the use of social networks (Shen et al., 2010; Caetano et al., 2013; Kimbrough et al., 2013). Specifically, Hilbert (2011) confirmed that women are not technophobic in adopting ICT and they used social media to overcome traditional challenges such as unemployment, limited income, poor education and even, weak health or poor lifestyle. Alabi (2014) affirmed that unemployment is one of the serious challenges facing women in the emerging economies. Hence, some economists and psychologists had conducted extensive studies on the effects of unemployment on the productivity, mental health, and well-being (Goldsmith et al. 2002) of men and women. Majority of their studies compared the psychological and financial effects of unemployment on the men and women (Paul & Moser, 2009; Feather, 2012; Kassenboehmer & Haisken-DeNew, 2009; Knabe & Rätzl, 2011).

However, very little research has been carried out, specifically, on how women cope with the challenges of unemployment using social media networks (Hall et al., 2011). Similarly, Ukpere (2011) pinpointed that some literature has established that gender inequality in job opportunities is affecting every economy in advent of globalization. Thus, many women resort to different means as a coping strategy during their unemployment. Supportably, Sela et al. (2015) and Katongole et al. (2013) pointed out that personality traits play a key role in how the women respond to economic, social and cultural issues. In the face of rapid diffusion of social platforms, it is unclear how women's personality traits influence their use of the social media. Similarly, it is also unclear how women's experiences with these social networks, as a medium of online social support, serve as a coping strategy in the period of unemployment, (from the perspective of an emerging market). Therefore, this chapter seeks to provide answer to this question: *How can openness, awareness, satisfaction, and Facebook's continuous use and online social support help women to alleviate their unemployment challenges?*

In answering the above question, quantitative research method was employed. Similarly, literature and theories on online social support (e.g. Chung, 2014), continuous use (e.g. Fishbein, 1975; Ajzen, 1975), continuous use of Facebook (e.g. Chen, 2014), online self-disclosure (Kim et al., 2014) and satisfaction (Kim et al., 2014) were used to develop hypothetical framework. Likewise, literature on the unemployment in emerging economies (specifically on Nigeria) were used. The rest of the chapter is structured as follows: literature review, methodology, results and discussion, and conclusion.

Literature Review

The impact of economic policy and structural change which eroded employment security has had much effect on the gender employment inequality in emerging economies (Braunstein & Seguino, 2018; Dustmann et al., 2010). This impact has led to a growing interest in gender differences in employment and unemployment as young women are severely affected by being unemployed (Braunstein & Seguino, 2018). Women's social roles are often considered inferior to those of men (Zhu et al., 2019). Women still face disproportionate obstacles in accessing and competing in the market, lack of mobility, capacity, assets and technical skills in comparison to men (Azmat et al., 2006). There are exploitative and discriminatory working

conditions, structural and cultural factors which makes it difficult for women to enhance their employability (Okechukwu et al., 2016).

Therefore, unemployment is a worldwide dilemma with both economic and social dimensions, and it is becoming a more lingering challenge in developing countries (Ilyas & Khan, 2019; Hayter, 2018). Biases have characterised high rates of unemployment in terms of gender, age, education, and experience (Muyia et al., 2018). Specifically from a developing countries point of view, there has been an effort to understand factors influencing the rate of unemployment. These countries do experience high levels of unemployment, underemployment and informal employment (Hayter, 2018). They are faced with challenges such as budget shortages and poverty (Rao-Nicholson et al., 2017). They can be “hostile in social, economic and political terms” (Smallbone & Welter, 2001, p. 261) with an unstable political framework (Peng, 2001) and inefficient legal and financial institutions (Scheela et al., 2015). These present negative implication on the economy and rate of employment.

Eita and Ashipala (2010) examined the factors of unemployment using the data from 1971 to 2007 in Namibia with the Engle-Granger method of cointegration to reveal a negative relationship between unemployment and inflation in the country. Similarly, Ilyas and Khan (2019) explored the main factors responsible for the high unemployment rate in Pakistan from 1977 through 2012 with interest in the role of political structure. Likewise, Schoeman et al. (2008) examined the factors of unemployment in the case of South Africa for 1970-2002. They found that capital stock, interest rate and degree of unionisation of the labour force are essential factors in explaining the unemployment rate.

Being unemployed presents adverse consequences for the individuals’ wellbeing and the welfare of their families and their societies (Ilyas & Khan, 2019; Drinkwater, 2017). Women have had to deal with a more significant share of unemployment and its consequences; they have been deprived of opportunities to acquire the skills required to sustain economic growth and development (ILO, 2014). The marginalisation of women in economic development and social and political spaces is a worldwide phenomenon; however, it is worse in developing countries (Bako & Syed, 2018).

The gender differences in unemployment have been analysed from two perspectives. Firstly, the preference between men and women which recognises the societal expectation of women and their responsibilities to take care of the home. Second, institutional factors and gender inequality that disadvantage women in the labour market (Du & Dong, 2009). The patriarchal culture of Nigeria has been recognised in the literature and its effects on career prospects of women (Perryman et al., 2016; Bako & Syed, 2018; Owoyemi & Olusanya, 2014). Nigerian women are continually facing massive inequalities in the labour market, with higher rates of unemployment and fewer possibilities for a career and career progression (Owoyemi & Olusanya, 2014). They remain under-represented in socio-economic development (Bako & Syed, 2018). Bako and Syed (2018) showed a steady rise in the gender gap for unemployment among men and women in Nigeria between 2010 to 2016. This indicates how women’s unemployment rate has worsened in the country compared to men’s unemployment rate.

The increased rate of women unemployment has been affected with women’s degree of self-efficacy (Naegels et al., 2018), socio-cultural environments and emerging economy, entrepreneurship, religious and cultural constraints (Anggadwita et al., 2017), lack of social acceptance and negative attitudes (Srivastava et al., 2017; Holmén et al., 2011) and conflict with family responsibilities (Winn, 2005), gender norms and traditional role reserved for

women in the economy (Pathak et al., 2013; Welter & Smallbone, 2008; Aidis et al., 2007), and cultural and religious differences like the Igbo customary law and the Islamic sharia law in Nigeria discriminate against women in several ways (Drinkwater, 2017; Anyoha et al., 2015). Additionally, employers may hesitate to make a job offer to a woman due to the societal expectation to take care of the children, and other household responsibilities (Du & Dong, 2009; Azmat et al., 2006). And, women are more likely to be laid off at much higher rates than men and experienced greater difficulty finding re-employment (Du & Dong, 2009).

Unemployment makes women very unhappy and more vulnerable (Diraditsile & Ontetse, 2017). Women often do not have a choice, but to engage in involuntary work and activities not generally accepted within the society (Anyoha et al., 2015). This vulnerability may also lead to an increase in alcohol consumption and crime as those who cannot earn an income from legal and formal economy may engage in illegal activities (Diraditsile & Ontetse, 2017). The link between women's unemployment rates and the human immunodeficiency viruses (HIV) has also been considered. Unemployment among women encourages an increased likelihood of concurrent partners, transactional sex, and 'sugar daddies' as they have limited means of meeting their needs and this can significantly impact the proportion of female HIV cases (Austin et al., 2017). Egunjobi (2007) also reported social problems such as suicide becoming aftermath of unemployment. These highlight the socio-economic challenges and implication of unemployment on the individuals and the country.

To curb the growing rate of unemployment, and given the rising of Africa's youth population, talent development in these emerging economies is essential through learning and development capacity building (Muyia et al., 2018) and entrepreneurship (Gbadegeshin & Kavoos, 2016). However, there seems to be a challenge to how much benefit education can bring as the emerging economies of these countries do not create enough jobs to match the supply from educational institutions (Gordhan, 2012; Ndofirepi et al., 2020). Eventhough, women have been disadvantaged for so many years, they still do not have the educational qualification to take up jobs (Diraditsile & Ontetse, 2017). These limiting factors have led to an increase in entrepreneurship activities for women. In their search for both a job opportunity and a source of income, women are becoming self-employed by starting up their new business and turning into entrepreneurs (Zaki & Rashid, 2016). These entrepreneurial initiatives are considered a catalyst to the sustainable economic development of the country (Sajuyigbe & Fadeyibi, 2017; Gbadegeshin & Kavoos, 2016) as they become suppliers of employment and creators of work opportunities, innovators and initiators (Taiwo et al., 2016).

Research Hypothesis

Facebook Online Support Groups

As it was mentioned above, unemployed women face mental, psychological and social stress which may be quite challenging to articulate to those who are employed. Women who have lost a job feel a larger sense of anxiety and deprivation especially about meeting up with financial commitments and feeling productive. Social support has been known to alleviate many of these psychological and physical concerns to unemployment (Wanberg, 2011; Gore, 1978). Such social support which ranges from financial support to a strong shoulder to cry on, may come from immediate family ties including spouses who are highly invested in one's mental health and well-being (Wellman & Wortley, 1990). Even though family ties provide strong support for the unemployed, it often does not provide the social network needed for re-employment. Hence, unemployed women look to media platforms for novel information about job opportunities (Granovetter, 1973).

Very often, Facebook has become a platform by which unemployed women express their frustrations, hopes, thoughts, feelings, and experiences. These groups hereto referred to as Facebook Online Support Group (FOSG) are often initiated by women who have had challenging experiences being unemployed. This creates a comradeship of unemployed virtual communities displaying similar objectives as face-to-face support groups. FOSG provides a certain amount of anonymity that allows unemployed women to share personal experiences, discuss taboo subjects often without fear of judgement. It also increases the chances of certain levels of honesty among the participants when discussing stigmatizing issues such as mental health (Mulveen & Hepworth, 2006; White & Dorman, 2001). In most cases, the goal for participating in FOSG is to obtain support for mental health issues and acquire knowledge needed for re-employment. Once online self-disclosure is initiated by the unemployed women, feedback and contributions by other participants in the form of written texts provides immediate response to questions or feelings expressed. However, it is worthy of note that the level and quality of response from other participants in the FOSG depends on the openness of the self-disclosure. Sharing personal experiences also has the dual effect of creating awareness for particular issues that sometimes gets noticed by the larger societies.

Participating in FOSG exposes the unemployed to new ideas and opportunities. It also offers greater access to external resources such as human resources links to personnel of companies participating in the FOSG. This type of relationship is referred to as “bridging the social capital” (Putnam, 2001). One of the reasons FOSG is favourable to unemployed women is that it offers users total control of how they are perceived in the online ecosystem. Many online consumers are presented with the opportunity to practice image management and present an ideal form of themselves that they want the world to see (Chou & Edge, 2012; Qiu et al., 2012). This offers unemployed women the opportunity to revamp their online image in line with the profile of the companies they so desire. FOSG is not without its negative side effects (Chou & Edge, 2012; Ross et. al., 2009). However, depending on the conscientiousness of the individual, and willingness to share relevant details that are beneficial to every member of the FOSG group, it can be a resourceful tool for alleviating unemployment among women. This will be discussed further in the upcoming subsection.

Satisfaction and Facebook Online Social support

Extant literature has shown that spending more time interacting and with online support members foster online support network and support network satisfaction (Wright, 2000a, 2000b). Life satisfaction has been widely examined in the context of Facebook usage (e.g. Kross et al., 2016; Blachnio et al., 2016) and the number of Facebook friends (Vanman et al., 2018; Huang, 2017; Tromholt, 2016). These studies demonstrated that participation in online support groups enhances social support reception and satisfaction. Valenzuela, Park and Kee (2009) submitted that the use of Facebook promotes people’s life satisfaction. Likewise, Ellison, Steinfield and Lampe, (2007) found that in term of social capital, Facebook use influences the life satisfaction and self-esteem of Facebook users. However, Kim (2014) observed that Facebook-based social support does not influence life satisfaction. The author concluded that face-to-face social support fosters life satisfaction. Indeed, some scholars have affirmed that Facebook is a platform for soliciting and receiving social support. Online social support available to the unemployed may be in form of access to employment information or job vacancies received from Facebook friends. Studies on the effect of satisfaction with Facebook use on female unemployed online social support is scanty. Therefore, we reason that satisfaction with Facebook use can foster female unemployed online social support. Arguably, satisfaction with Facebook use may predict female unemployed online social support. The

associations between satisfaction with Facebook use and received social support is hypothesized as follows:

H₁: The amount of satisfaction received through Facebook will influence online social support that unemployed female received.

Continuous Use of Facebook

Facebook use may allow friends to give and receive emotional social support (Ellison et al., 2011). Unemployed graduates regularly visit an online site in search of jobs (Vishwanath, 2015). Empirically, Stefanone et al. (2012) found that the frequency of Facebook use was the best predictor of social support reception. They concluded that continuous use of Facebook can foster supportive interactions among individuals. Individuals can use Facebook to share knowledge (Ainin et al. 2015). In this context, continuous use of Facebook can enable unemployed female to gain and share information about job openings among Facebook friends and their networks. In the process, they assist each other to find jobs opportunities, thereby leveraging from one another's contribution. According to DeAndrea et al (2012), Facebook provides a platform where the youths can share learning experiences and maintain social and academic-related relationships. Arguably, the continuous use of Facebook can promote female unemployed online support. Specifically, unemployed female can benefit more from using Facebook as a platform for looking for jobs. Thus, we proposed that:

H₂: Continuous Facebook use is significantly related to the amount of online social support that unemployed female received.

The Concept of Self-disclosure and Online self-disclosure

Self-disclosure as a theory was first researched extensively by Sidney Jourard (1964, 1971a, 1971b). However, online self-disclosure emerged as a concept with the prevalence of self-disclosure on social media platforms (Kim et al., 2014). The difference between self-disclosure and online self-disclosure is that the former occurs in face-to-face communication mediums while the latter occurs on social media networks. The online self-disclosure on Facebook plays an important role in how relationships are introduced, cultivated, information is disseminated, and support offered to the various participants in this case, unemployed women. It also plays a significant role in validating personal identity and self-worthiness. However, a general finding among researchers of online self-disclosure is that there is no guarantee of disclosure reciprocity (Kim et al., 2014, Derlega et al., 2001). It can be argued that the negative or positive outcome of disclosure reciprocity is highly dependent on the level of conscientiousness (personality trait). Although extensive research by Ross et al (2009) and Amichai-Hamburger and Vinitzky (2010) revealed the five major personality traits otherwise known as the Big Five found using Facebook, no significant relationship was found between the intensive, continuous use of Facebook and personality traits. Considering online self-disclosure with the satisfaction and the Facebook continuous Facebook use, we proposed that:

H₃: Online self-disclosure will positively influence the amount of online support that unemployed female received.

Conscientiousness and Unemployed Female

Conscientiousness refers to the tendency for individuals to be goal-oriented (Barrick et al., 1993) and motivated (Judge & Ilies, 2002) to achieve organisational objectives. Unemployment may hinder people for exhibiting conscientious behaviour. Some literature

suggests that conscientiousness has a positive effect on wealth accumulation (Ameriks et al., 2003), higher wages (Mueller & Plug, 2006; Nyhus & Pons, 2005) and explains changes in life satisfaction (Boyce & Wood, 2011). Similarly, some studies have linked conscientiousness to educational performance (e.g. Wagerman & Funder, 2007; Lievens et al., 2002). Alana and Kabaday (2016) observed that an individual with a high level of conscientiousness is likely to reject all kind of social media platforms. This result lends support to the findings of (Immordino-Yang et al., 2012; Ryan & Xenos, 2011). They concluded that high conscientiousness individual spends less time on social media platforms. Nonetheless, we argue that high conscientiousness unemployed female can leverage social support through Facebook. People with conscientiousness are reliable, accountable and goal-oriented persons and can effectively use Facebook to search for vacancies. We proposed a positive relationship between conscientiousness and unemployed female online social support.

H₄: Conscientiousness will positively influence the amount of online social support for unemployed female.

In respects to the unemployment situations for women, the possible online support from FOSG, the women satisfaction with FOSG, continuous use of Facebook, their self-disclosure and their conscientiousness, we hypothetically proposed that unemployed women would cope with the online social support. Our hypotheses shown in the following Figure 1 (at end of the chapter).

Methodology

A quantitative research was employed. This method is suitable when a phenomenon needs to be ascertained (Crowther & Lancaster, 2009; Fellow & Liu, 2003). The method could be used to test hypotheses as well as to understand perception of a certain phenomenon (Crowther & Lancaster, 2009). Questionnaire is one of research instruments for quantitative method (Liu, 2003). Hence, questionnaire was used for the current study and it was administered by one of the authors who is currently residing in Nigeria (the context of this study). There are online and paper forms of questionnaire, but this study used paper questionnaire in order to reach large number of study participants. According to Crowther and Lancaster (2009), low response rate is one of serious problems of questionnaire. To minimize this challenge, the current study used paper form. The questionnaire of this study was divided into two major sections: the demographic section and the section for the constructs. For measuring purpose, the questionnaire items were developed on a 7-point Likert-Scale adapted from previous studies as follows: conscientiousness (Yoo & Gretzel, 2011), self-disclosure and satisfaction (Kim et al., 2014), online social support (van Ingen et al., 2016) and continuous use (Chen, 2014).

The study participants were women Facebook users. They were contacted to fill the questionnaire. Facebook was chosen because of its popularity in emerging economies. More specifically, women Facebook users from Nigeria was focused. Nigeria was used as a context for the emerging economy because it is the largest country in Africa (Hotez et al., 2012) and commands the biggest economy in the continent (Lin et al., 2015). The deployment of emerging technologies in the Nigerian economy has continuously witnessed upward trajectory (Olaleye et al., 2019), and the use of Facebook is apparently dominant and a rallying platform for businesses and individuals (Ahmad, 2019). Social media and online platforms afford women the opportunity to socialize and carryout some transactional exchanges. CNN (2018) reported that many Nigerian women have adopted online platforms, principal among is social media channels, to craft different business models and these businesses are directly impacting

the Nigerian economy. In fact, Nigeria is ranked as a leading nation with the highest Facebook users from emerging economies. with 17 million active users (InternetWorld Stat, 2020).

A pre-test of the data was conducted among a pilot of 50 people. They all returned the questionnaire. Their inputs and comments helped to point out areas that needed revision in the questionnaire. After this, the questionnaire was administered in big cities in Nigeria, such as Lagos, Ibadan and Abuja. About 3,500 questionnaires were distributed to the population of interest. At the end of the data collection exercise, 3,021 completed and returned their responses. After the data cleaning exercise, 3,000 responses were found usable for the bigger project. In specific to the current study, data relating to women were extracted from the bigger data. Accordingly, women respondents were 1473 (49.1%) of the study, which constituted the number deployed for the current study. Collected data were analysed with statistical tools. Specifically, the data were analysed with SPSS v. 25. Regression, mediation, and moderation analyses were done with the guideline of IBM (2012).

Findings

Increase in Level of Education

The first result from demographic data showed that Nigerian women are now well-educated compared to few decades ago. Majority of the respondents has high school certificate and even, some possess diploma certificates from polytechnics. The data also showed that 34.5% has bachelor's degree, 9% has master's degree, but 1.5 has doctorate degree. The data showed further that 41.5% of the respondents are young and they are already having high school certificate. The data revealed that 33% are between 18-25 years old and they have a bachelor's degree. The result affirms that there is increase in women literary in Nigeria. Similarly, the result affirms that there is a possibility of a high unemployment rate among the respondents.

Age (<i>n=1473</i>)			Education (<i>n=1473</i>)		
Age	Frequency	Percentage	Education	Frequency	Percentage
17 or younger	611	41.5	High School/Diploma	792	53.8
18-25	492	33.4	Bachelor's Degree	508	34.5
26-35	257	17.4	Master's Degree	136	9.2
35-45	86	5.8	Doctorate Degree	22	1.5
45 and above	27	1.8	Others	15	1.0

Table 1. Demographic Characteristics
(Source: developed by the authors)

Unemployed Women used Online Social Support as a Coping Strategy

This study showcases five latent variables and adopted Self-disclosure from (Kim et al., 2014), conscientiousness (Yoo & Gretzel, 2011), satisfaction (Kim et al., 2014) and Facebook continuous use (Chen, 2014) as predictors of unemployed female online social support (Chung, 2014). These variable relationships are theoretical adapted and applied to an emerging economy. All these variables were found reliable through Cronbach Alpha reliability test as shown in Table 2. All the Cronbach values were above the cut-off mark of 0.7 as it suggested by Tavakol and Dennick (2011) that the reliability must be more than 0.7. The collinearity statistics in Table 3 through Tolerance and Variance Inflation Factor (VIF) were reasonable and indicates the absence of multicollinearity issues in the study. The highest VIF among all the variables records 1.722 for Facebook continuous use. This VIF value in all the variables

are less than 2 which is distant to the divided threshold opinion on the maximum level of 5 (Ringle et al., 2015) and 10 (Hair et al. 1995).

This study utilized SPSS for regression analysis (Table 3), mediation analysis (Table 4) and moderation analysis (Table 5). In Table 3, the results show the path coefficient of each independent variable with dependent variable. Self-disclosure significantly predicts the online social support for the unemployed female ($\beta\beta=0.467$, $t=20.246$, $P\text{-value}=0.000$). Also, the awareness of the impact of Facebook friends and friend of friends on unemployed female behaviour significantly predicts the female online social support ($\beta\beta=0.036$, $t=1.986$, $P\text{-value}=0.047$). It indicates that more organized unemployed female on Facebook tends to get more online social support.

Besides, the satisfied unemployed female on Facebook have a positive relationship with online social support, that is, ($\beta\beta=0.136$, $t=6.075$, $P\text{-value}=0.000$) while unemployed female continuous use of Facebook positively attract online social support ($\beta\beta=0.246$, $t=10.563$, $P\text{-value}=0.000$). Out of all the four predictors of online social support, self-disclosure had the highest T-value, seconded by Facebook continuous use while conscientiousness had the lowest T-value. Unemployed female online social support model explained 53.8% of the variance while 46.2% could not be explained (Figure 2). According to Henseler et al (2009), this study R^2 is between substantial and moderate. These results show a partial mediation of unemployed Facebook female user's satisfaction between Facebook continuous use and online social support (Table 4). In model 1, Satisfaction have a direct relationship with online social support ($\beta\beta=0.522$, $t=23.468$, $P\text{-value}=0.000$) but in model 2, the path of X to Y (Satisfaction to online social support) reduced in absolute size due to the intervention of mediation variable, that is, Facebook continuous use ($\beta\beta=0.281$, $t=11.744$, $P\text{-value}=0.000$). The R^2 for model 1 is 27.2% and model 2 has 40.8%. In a R^2 change, additional 13.6% accounts for model 1 and 2. The direct relationship result of unemployed female education level with social media online social support is ($\beta\beta=0.085$, $t=4.465$, $P\text{-value}=0.000$), while self-disclosure relationship with online social support is ($\beta\beta=0.677$, $t=35.742$, $P\text{-value}=0.000$) in model 1 but in model 2 when moderator was included, the education relationship with online social support increased ($\beta\beta=0.087$, $t=4.629$, $P\text{-value}=0.000$) and self-disclosure relationship with online social support decrease ($\beta\beta=0.663$, $t=34.547$, $P\text{-value}=0.000$) and the moderator shows how unemployed female education negatively moderates the relationship between self-disclosure and online social support ($\beta\beta=-0.074$, $t=-3.893$, $P\text{-value}=0.000$). This result indicates that education variable affects the relationship of self-disclosure and online social support. The four (H1 – H4) tested in Table 3 are all accepted.

Variables and Items	Mean	Std. Deviation	Cronbach Alpha
Conscientiousness			
CON1: I carry out my plans	4.11	.834	.889
CON2: I pay attention to details	4.13	.816	.889
CON3: I am always prepared	4.07	.857	.890
CON4: I make plans and stick to them	4.05	.909	.891
CON5: I am exacting in my work	3.87	.989	.891
Facebook Self-Disclosure			
SED1: I would like to use Facebook to let my life and news be known to others	4.05	1.174	.876
SED2: I would like to use Facebook to share my unemployment experience	3.64	1.159	.879
SED3: I would like to use Facebook to express my personality with my friends and my friend of friends	3.65	1.050	.880
SED4: I would like to use Facebook to leave a record with photos and emoticon and show them to others	3.76	1.082	.880
Facebook Online Social Support			
OSS1: I use Facebook to gather information about job opportunities	3.84	1.141	.878
OSS2: I use Facebook to find out things I need about job opportunities	3.63	1.072	.877
OSS3: I use Facebook to look for information I need about job opportunities	3.75	1.067	.878
OSS4: I use Facebook to talk to a knowledgeable individual about job opportunities	3.78	1.149	.877
OSS5: I use Facebook to get answers to specific questions about job opportunities	3.69	1.178	.876
Facebook Satisfaction			
SAT1: I am satisfied with what I achieve at work	3.71	1.135	.880
SAT2: I feel good at work	3.67	.987	.881
SAT3: I am satisfied with my use of Facebook	3.85	.940	.884
SAT4: I will keep using Facebook	4.04	.969	.885
SAT5: I will recommend people around me to use Facebook	4.01	.953	.883

Facebook Continuous Use			
CONT1: I will continue to use Facebook for my personal needs	4.06	1.050	.878
CONT2: Using Facebook is something I would like to do to seek social support	3.90	.933	.880
CONT3: I see myself continuing to use Facebook for various reasons, such as getting close to others, and so on	3.94	.885	.881

Table 2: Items Mean, Standard Deviation and Cronbach Alpha

(Source: developed by the authors)

Hypotheses	Construct	Beta	t-value	p-value	Confirmation	VIF
H1	SED	.47	20.25	.000	Yes	1.70
H2	CONS	.04	1.99	.047	Yes	1.01
H3	SAT	.14	6.08	.000	Yes	1.59
H4	CONT	.25	10.56	.000	Yes	1.72

Note: SED: Self-Disclosure, CONS: Consciousness, SAT: Satisfaction, CONT: Continuous Use, OSS: Online Social Support

VIF: Variance Inflation Factor

Table 3: Regression and Hypotheses Tested Results

(Source: developed by the authors)

Model	Construct	Beta	t-value	p-value
1	SAT	.52	23.47	.000
2	SAT	.28	11.74	.000
	CONT	.44	18.41	.000

Note: CONT: Continuous Use, SAT: Satisfaction, OSS: Online Social Support

Table 4: Satisfaction Mediation

(Source: developed by the authors)

Model	Construct	Beta	t-value	p-value
1	EDUCATION	.09	4.47	.000
	SED	.68	35.74	.000
2	EDUCATION	.09	4.63	.000
	SED	.66	34.55	.000
	MODERATOR	-.07	-3.89	.000

Note: SED: Self-Disclosure, OSS: Online Social Support

Table 5: Education Moderation

(Source: developed by the authors)

Discussion and Conclusion

This study considered the extents to which the online social support served as a coping strategy for unemployed females in an emerging economy. Nigerian women furnished the sample for the study. Results of our study show among other things that literacy and educational advancement among Nigerian women have significantly increased. This finding is in sync with the position of Wusu (2012) that between 1900 and 2008, the educational status of Nigerian women improved appreciably and consequently. The proportions of illiterate women in the same period declined from 57.2 to 35.8 per cent. Our finding therefore helps to show that there has been a sustained growth in educational achievement among Nigerian women. Analogous to the foregoing is the fact that given the linear relationship between increased educational achievement and employability, especially in an emerging (albeit struggling) economy like Nigeria a lot of women find it difficult securing employment in formal and informal sectors (Unni, 2017; Ajakaiye et al, 2016; Netha, 2014). These unemployed women often resorted to Facebook online social support for remediation of their unemployment challenge(s) and as agencies for securing employment.

Our statistical analyses have in varying degrees positivised our hypothesized framings of the basic concerns of this study. Table 2 shows the mean, standard deviation and Cronbach Alpha scores of the four variables of the study. From these scores, it is obvious that the four hypotheses employed for the study are sustainable and show the varying intersections between Facebook online social support and unemployed females in Nigeria. We had hypothesized that *the amount of satisfaction received through Facebook will influence online social support that unemployed female received*. From the results, a greater number of the respondents did not only indicate their satisfaction with Facebook but showed willingness to recommend Facebook to people around them. Facebook satisfaction, in fact, returned the third highest values of the part co-efficient of our data (as can be seen in figure 2). This no doubt supports the already growing literature which reveals that Facebook is reconfiguring social support reception and satisfaction in both the advanced capitalist economies and their emerging counterparts (Vanman et al., 2018; Huang, 2017; Tromholt, 2016). Our second hypothesis posited that *continuous Facebook use is significantly related to the amount of online social support that unemployed female received*. Like in the first hypothesis, our result shows a positive relationship between continuous Facebook use and unemployed female online social support. The data in Table 2 compels the reader to conclude that the respondents use Facebook frequently and also multitask on the platform. Undoubtedly, the configuration of Facebook makes it easy for multitasking and users could soliciting social support while at the same time doing personal stuff. Logically, continuous participation in social support groups should have a direct impact on the online social support obtained. This has been confirmed by the results of our study as seen in the t-value and sig. scores on Table 3, among others.

Our penultimate hypothesis supposes that *online self-disclosure will positively influence the amount of online support that unemployed female received*. Again, the results support our hypothesis. This variable returned the highest part co-efficient of 0.467 in our model. This implies, *inter alia* that the more people disclose their needs, the more tendency of their getting online social support from Facebook. Facebook online support, for example helps unemployed females in packaging their online personalities in order to enhance their employability. Arnedillo-Sanchez, de Aldama and Tseloudi (2017) discovered that 49 per cent chances of employability revolve around applicants' social media personality. Online self-disclosure is therefore key to online social support that any unemployed person can get. Indeed, a helper requires to know the type of help needed before such help can result to employment. Lastly,

we had hypothesized that *conscientiousness will positively influence the amount of online social support for unemployed female*. This, like the previous hypotheses is justified by our results – as shown in the Tables and Figures. Our findings have also justified our earlier argument elsewhere in this study, that highly conscientious unemployed females can leverage social support through Facebook. It is also important to highlight the results of the satisfaction mediation and education mediation as reflected in Tables 4 and 5. In the two tables, the mediation variable of Facebook continuous use affected the relationship between Satisfaction and Online Support (Table 4). In practical terms, this implies that less the respondents used Facebook the less they got from the Satisfaction variable and also the less online social support they are likely to receive. In Table 5, the education variable was used to mediate between self-disclosure and online social support. This finding shows that educational achievement is a crucial factor in the ability of unemployed females to leverage online social support for employment.

In concluding this study, we restate that information and communication technology (ICT), especially the social media component is drastically changing the world in which we live, especially for the Third World states or the emerging countries. Most of the countries of the Global South, the so-called emerging economies have been mired in micro and macro-economic challenges. The economic realities of the emerging economies have deep historical roots (Ugwuja et al., 2014) and efforts to apply neoliberal panaceas in most of these economies, especially in Nigeria have led to the downsizing of the formal sector with acute job losses and spiralling unemployment (Mkandiwire & Soludo 1998). In these situations, the few available jobs have become very competitive and individuals have had to devise strategies to cope. We have in this study considered how unemployed Nigerian females employ Facebook online social support to navigate their unemployment challenges. The salience of Facebook as leverage in coping with the vagaries of unemployment among unemployed females in Nigeria is established by the study.

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Figures

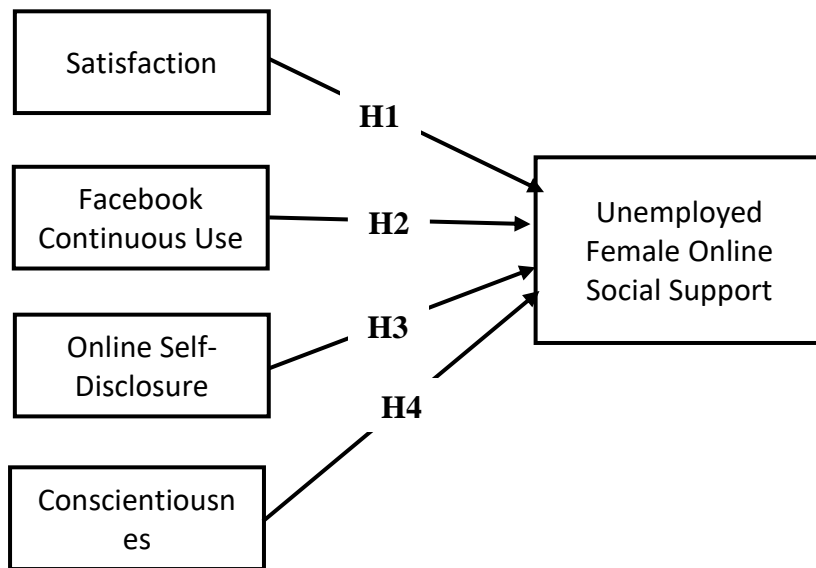


Figure 1: Hypothetical Framework of the Study

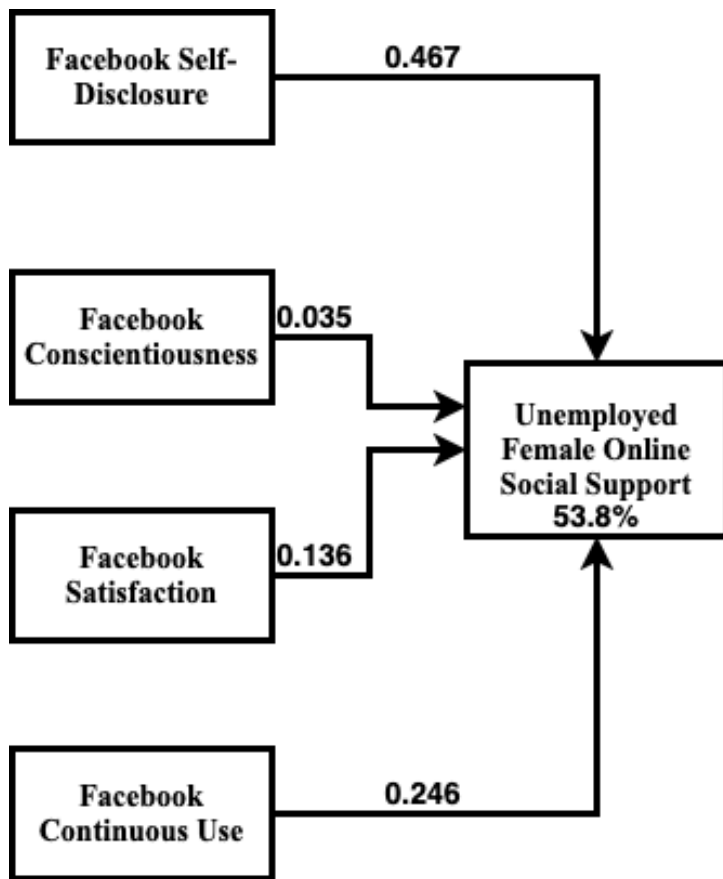


Figure 2. Online Social Support for Unemployed Female Hypothesized Values